

USDA Foreign Agricultural Service

# GAIN Report

Global Agricultural Information Network

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**Date:** 5/19/2011

**GAIN Report Number:** BE1004

## **Belgium [without Luxembourg]**

**Post:** The Hague

### **European Seafood Exposition 2011**

**Report Categories:**

Export Accomplishments - Events

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**Report Highlights:**

The European Seafood Exposition (ESE) takes place every year in Brussels, Belgium, and is the world's largest trade show for the seafood industry. This year, the 43 U.S. exhibitors at the U.S. pavilion reported excellent on-site and projected 12-months sales.

## **USDA Activities at European Seafood Exposition**

With over 1,600 exhibitors from almost 80 countries, the European Seafood Exposition (ESE) is the largest seafood trade show in the world. The U.S. Department of Agriculture's Foreign Agricultural Service (FAS) endorses this show, which takes place every year in Brussels, Belgium. FAS mans an information booth at the U.S. pavilion to support the various cooperators, U.S. exhibitors, and process requests for information on buying U.S. seafood products using the Trade Leads System.

This year the show took place on May 3 – 5, 2011. The US pavilion had 43 companies presenting products ranging from Alaskan pollack, cod, and hake to scallops, crab and caviar. On Monday, May 2<sup>nd</sup> the cooperators, FAS and companies set up their booth and prepared themselves for the following days. The 3<sup>rd</sup> and 4<sup>th</sup> were both busy and good sales days. The last day was considered to be somewhat slower. FAS/The Hague led the visit of the U.S. Ambassador Gutman on a tour of the U.S. pavillion. He spoke with all cooperators' representatives and with approximately 15 U.S. companies. A recruitment and promotional video with the Ambassador was made (<http://www.youtube.com/watch?v=G7zOFr6A4YE>) to encourage U.S. firms to this international show.

The Alaska Seafood Marketing Institute organized a reception on May 3<sup>rd</sup> to highlight the third party certification process (Global Trust). FAS colleagues from France and USEU attended the show as well.

Based on questionnaire results tallied by FAS/The Hague, on-site sales were US \$39 million and projected 12 months sales to customers globally are preliminarily expected to be U.S. \$475 million.

For more information about the show please contact  
FAS/The Hague, +31 70 3102 305, <http://thehague.usembassy.gov/fas.html>